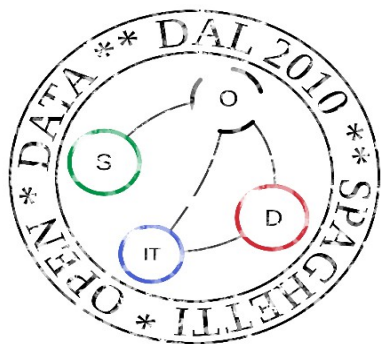


Policy
per l'uso consapevole
dei social media

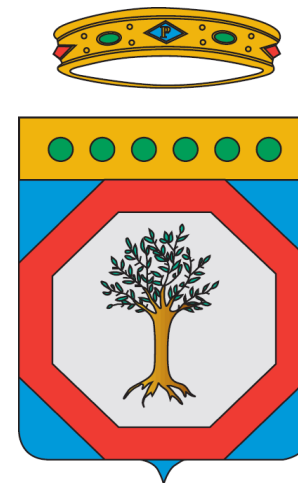
Le mie attività



WISTER

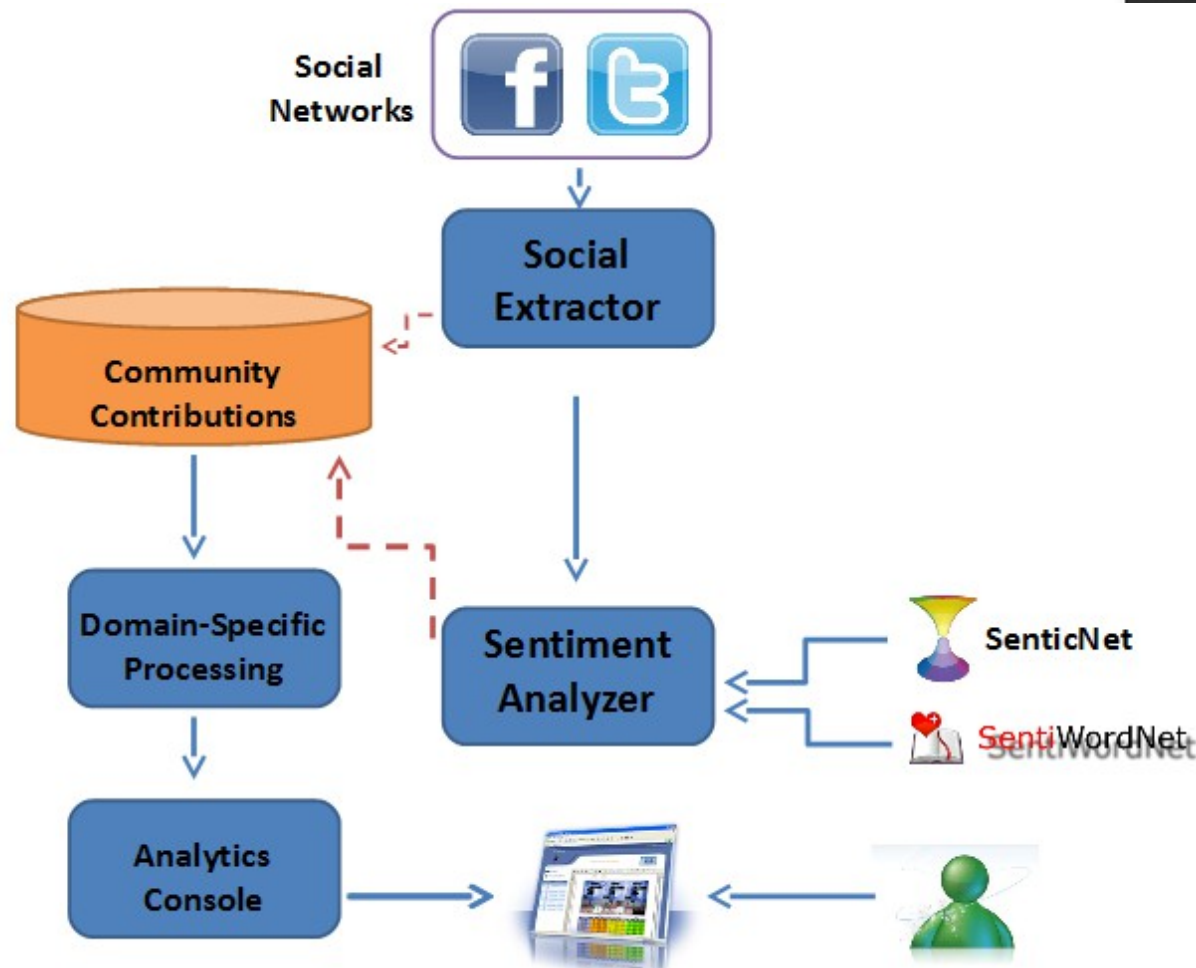


Università di Foggia



Morena Ragone @ ForumPA – Roma – 24 maggio 2016

Social Pulse - UniBA

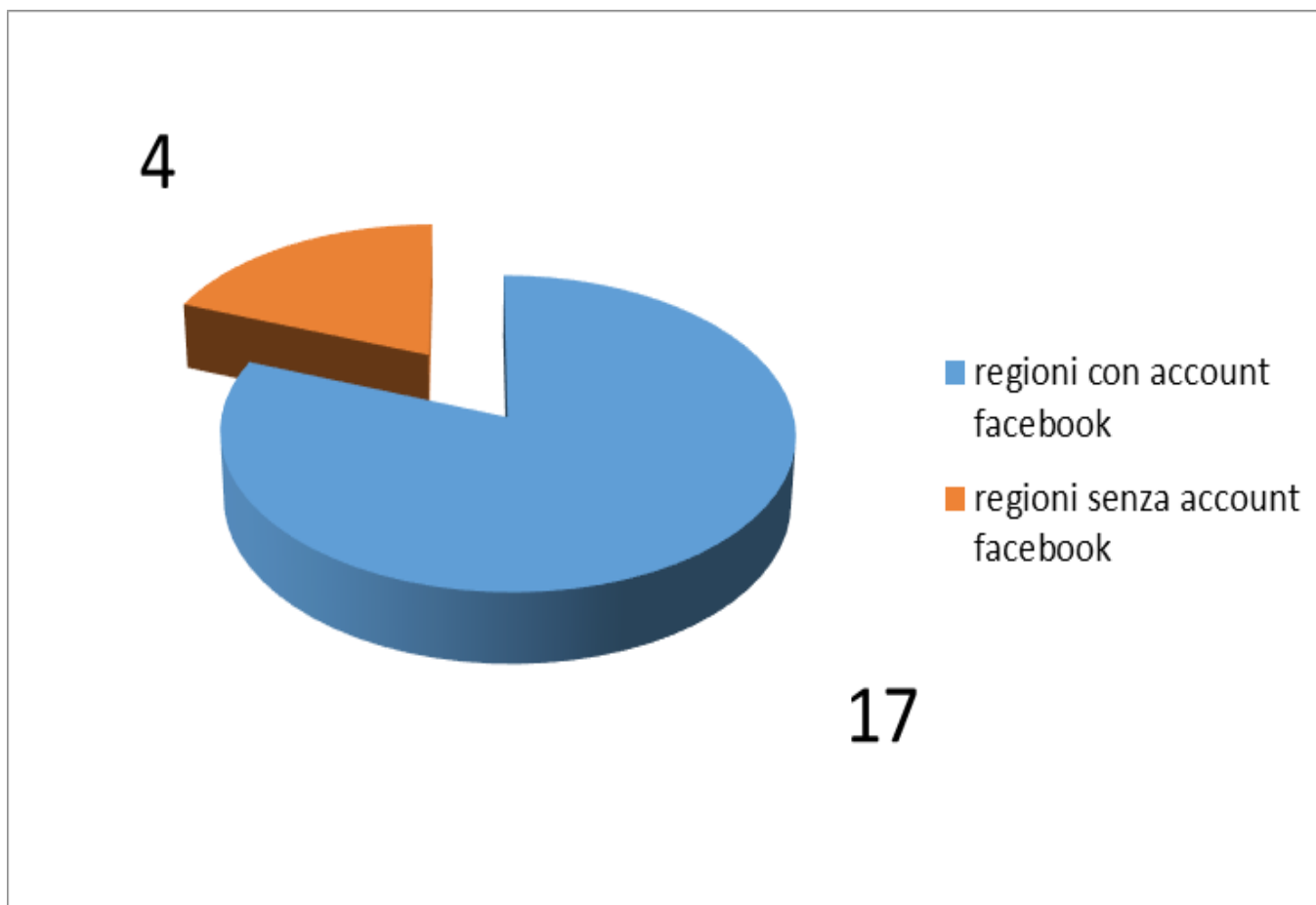


Account (non) monitorati

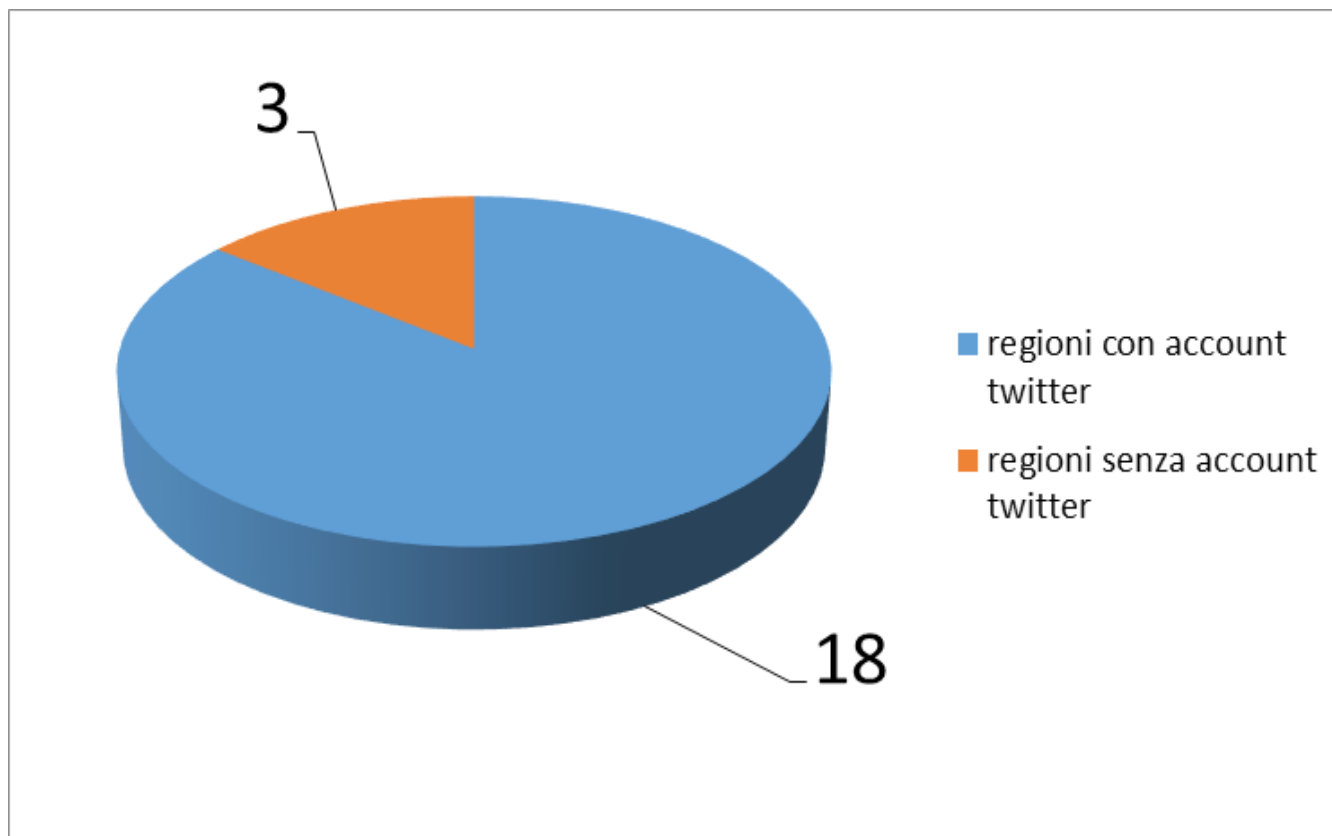


Regione	Facebook	Twitter
Calabria	/	
Sicilia	/	/
Sardegna		/
Veneto	/	
Friuli V.G.	/	/

Account facebook



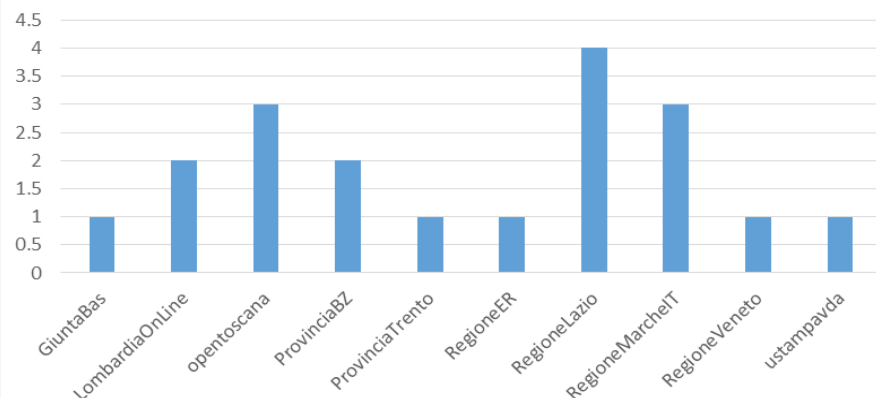
Account twitter



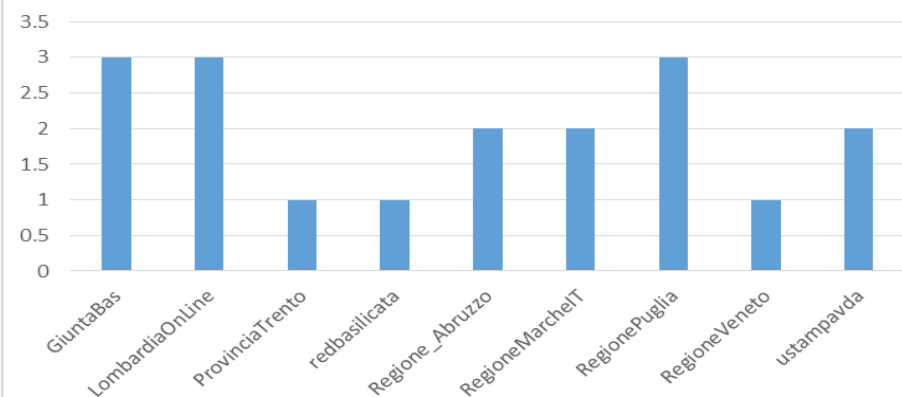
Le parole della PA



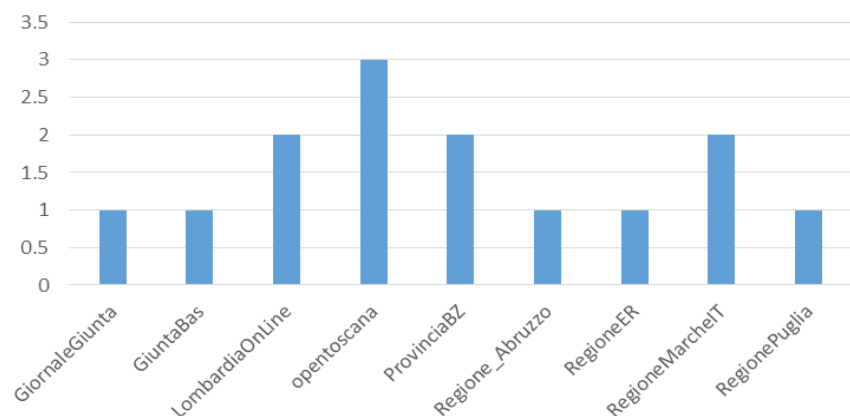
Ricorrenza della parole "segnalazione" per account



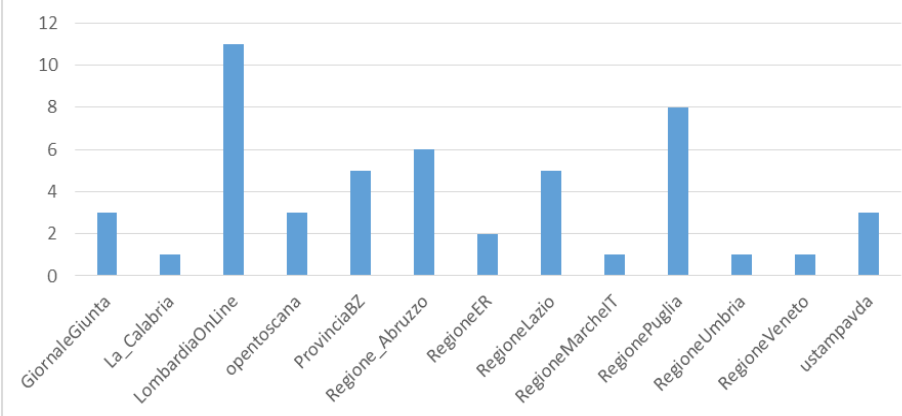
Ricorrenza della parola "problema" per account



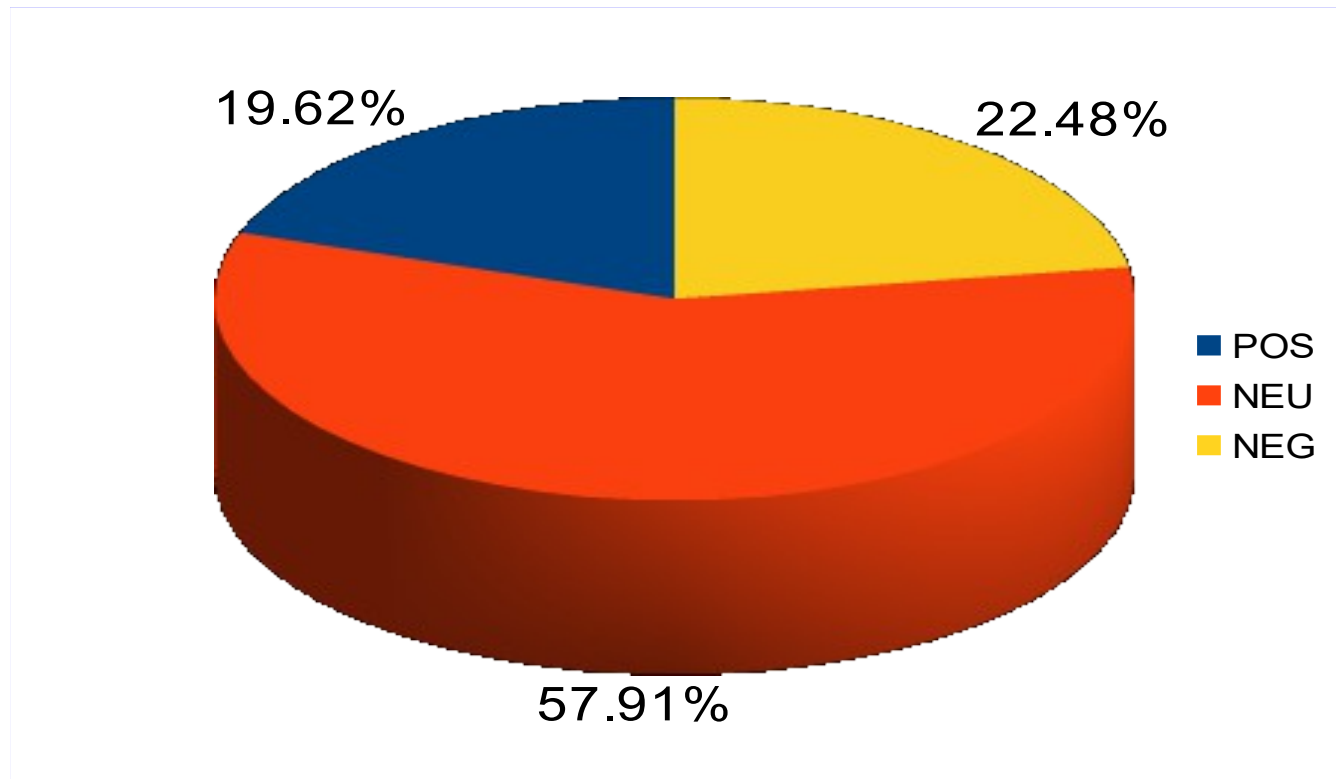
Ricorrenza della parola "soluzione" per account



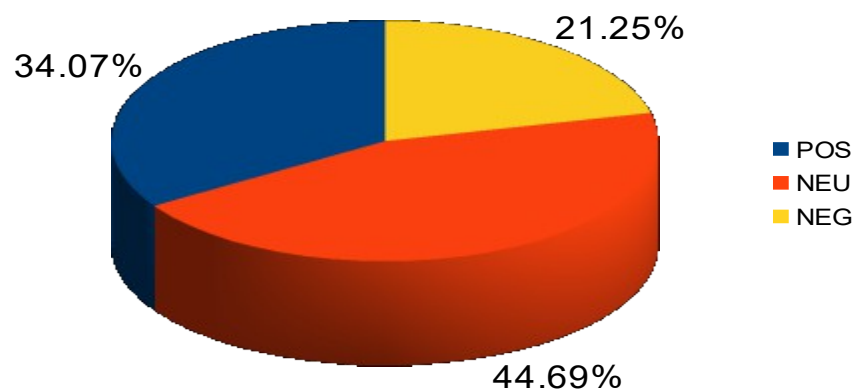
Ricorrenza della parola "informazione" per account



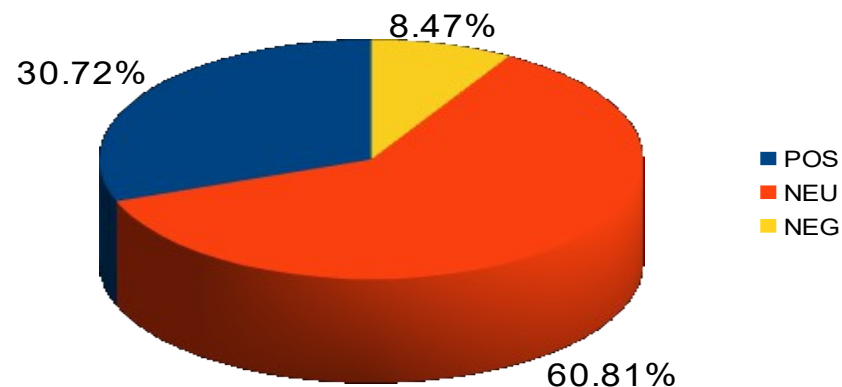
Polarità tweet - insieme



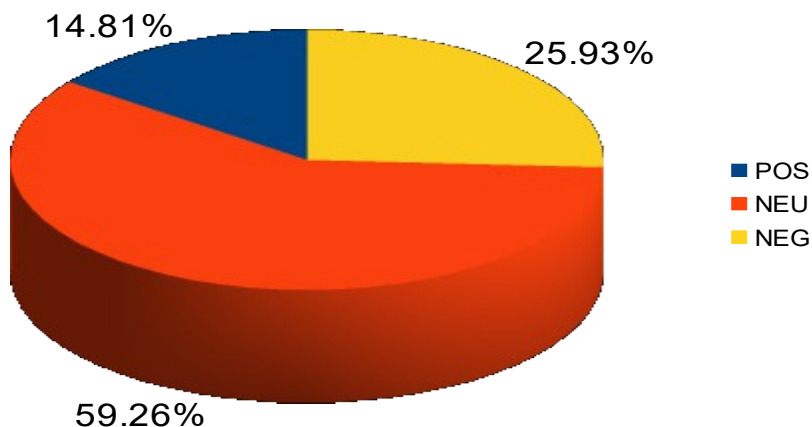
Polarità tweet - dettagli



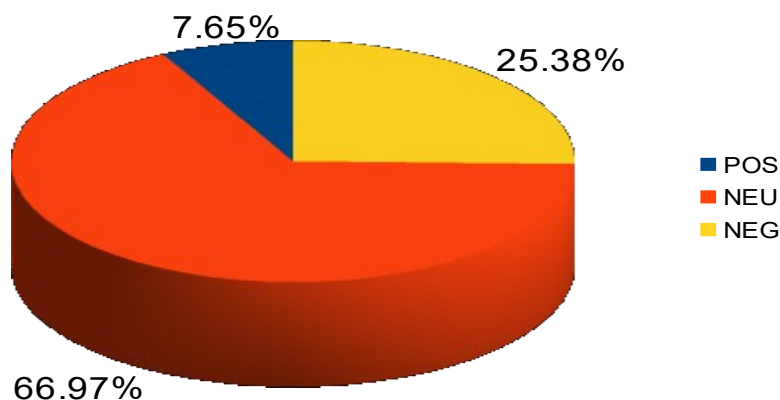
Basilicata



Marche

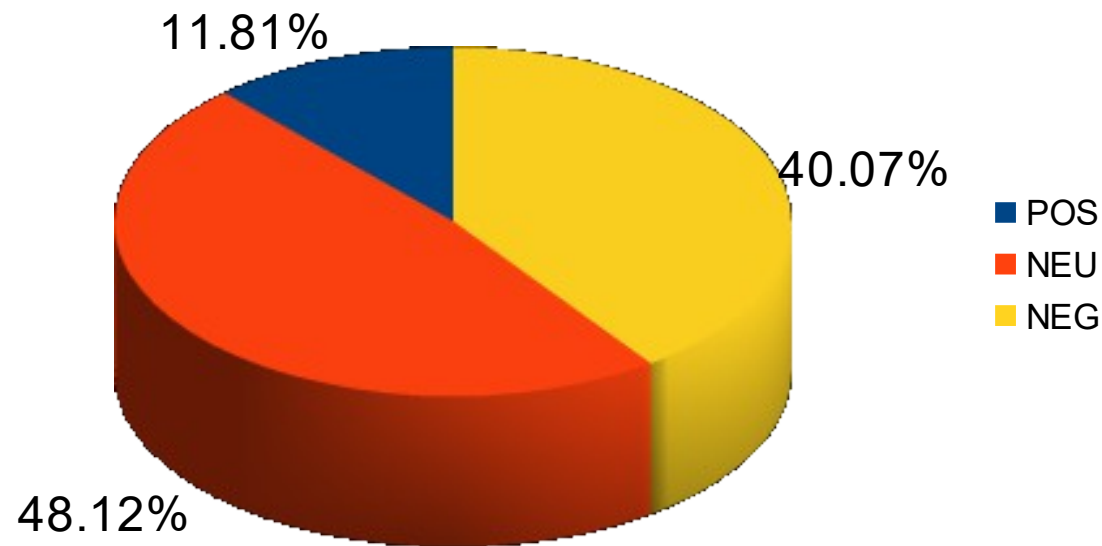


Umbria



Veneto

Polarità tweet - dettaglio



Valle d'Aosta

La policy o le policy?



- Privacy (nuovo regolamento UE)
- Contenuti (diritto d'autore, private, etc....)
- Dati (qualità, topologia, procedimenti)
- Social media (interna ed esterna)

E le Linee Guida?

SMP - le Regioni



4 esterne (Toscana, Lombardia, Prov. Trento, Sardegna)
3 interne (Toscana, Lombardia, Valle d'Aosta)

Grazie!

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140 DI ME – CONTATTI

ALTALEX

LEGGIOGGI

NINJA MARKETING

LI

◦ Privacy Policy

CONVEGNI, LEZIONI, WEBINAR

VARIE

Morena Ragone ~ SocialMediaMente

